



FROM KICKOFF TO LIFTOFF  
45-Day Account-Based Marketing Campaign Roadmap



STRATEGY

Engagement Liftoff + Establish Ongoing Meeting Cadence

The ABM Agency team + Client points of contact align on immediate next steps and project milestones over the next 45 days.

We'll address timelines, goals, definitions, what each team needs to be set up for success, how teams will work together, points of contact, weekly recurring meetings, etc.



STRATEGY

Sales Team Meeting

We'll meet with your sales team to cover the critical pieces of customer information they have unique insight into.

During this discussion, we would want to cover the following details about your customer: relevant job titles /segments, pain points they will encounter in various stages of the sales process, the types of information different job titles interact with, messaging, and any themes/ value propositions that have performed well.

INTEGRATION

The ABM Agency Granted Access to Systems

Access to the relevant platforms (Analytics, CRM, Email Automation, Tag Manager, CRM, Data Visualization) is needed in order to start any tracking, scoring, and reporting buildout.



Action Items From Previous Calls Addressed + Delivered

STRATEGY

Build Out Ideal Customer Profile (ICP) For Each Product / Service

This will determine what types of tactics each customer will be most receptive to.



STRATEGY

Analysis of Current Buyer's Journey

What content was consumed along the way in each funnel stage? How was the prospect nurtured through sales? This analysis determines what an average sale looks like in terms of assets consumed, length of journey, and final conversion points.

STRATEGY

Target Account Selection by Tactic

We will compile a Target Account List (TAL) to identify areas of focus/which companies are surging for relevant topics in Bombora (Intent data).

Once campaigns start serving and the account scoring model has time to process data, we will leverage the account score in order to align specific accounts with specific stages of the funnel, allowing us to nurture accounts down the advertising messaging matrix.



STRATEGY

Existing Asset Sourcing / Asset Creation Requests

Before making suggestions on which assets (content, landing pages, ads) need to be created, we will look through all existing assets in order to determine what can be used.

If there are significant gaps in terms of what is available, we will make suggestions for assets that fill in these gaps. If your internal team is unable to fulfill our suggestions, our team can create the assets.

STRATEGY

ICP + Asset + Account Funnel Tactic Alignment

After creating the ICP, Target Account List, and sourcing assets, we will create a document that assigns each persona to a specific stage of the sales funnel (Awareness, Consideration, Validation, Evaluation) with a specific asset that is applicable to that stage of the funnel and persona.



INTEGRATION

Installation of Visitor Intelligence (if needed)

Our team will lead the implementation of the tracking script through Google Tag Manager and any necessary custom dimensions inside of Google Analytics.

INTEGRATION

We will assess what integrations are needed and implement if necessary.



TRACKING / REPORTING

Tracking Review + Audit

We will review the on-site tracked events and see if additional tracking is needed for accurate scoring and attribution.

Client Addresses Any Noted Tracking Requirements for Site (if any)



TRACKING / REPORTING

Account Scoring

We will identify and score the on and off-site elements that will play a role in account scoring (on-site interaction, campaign interaction, content syndication).

All elements will be integrated into the account scoring model.

STRATEGY

Strategy Document + Plan Developed

Our strategy document is the culmination of the ICP / Asset / Account Funnel tactic alignment. It defines which assets are served at each stage of the funnel and to which persona.

As accounts generate a higher account score, they get pushed down to lower levels in the funnel, receiving more specific, personalized advertising.



STRATEGY

Sales Playbook Review + Handoff

At or around the 30-day mark, we'll meet with your sales team to discuss the best way to handle account outreach.



TRACKING / REPORTING

Build Out Reporting Dashboards in Standard + Customized Views

The reporting dashboards will provide actionable insight into where accounts are in the sales funnel and the performance of creative, etc.

EXECUTION

Build Out Programmatic Campaign (if applicable)



EXECUTION

Build Out Paid Search Campaign (if applicable)

EXECUTION

Build Out Content Marketing Campaign (if applicable)



EXECUTION

Build Out Paid Social Campaign (if applicable)

Responsibility Key

- Client
- Client & The ABM Agency
- The ABM Agency



POST-45 DAY DELIVERABLES AND PLAN

From here, we'll share a continued project plan that maps out milestone goals for 60 and 90 days and communicates our strategy for testing and adjusting the campaign based on performance data.

